



Mason County Promise Zone

Marketing Committee Meeting

Agenda

Wednesday, March 3, 2021 at 4:00 PM

Location: Online via Zoom due to DHHS Coronavirus Emergency Order

To join online:

<https://us02web.zoom.us/j/82365289243?pwd=cmNDbXU0SWtRSFZpZ1pMbXh1Q1FxUT09>

Meeting ID: 823 6528 9243 Passcode: 6QEfqD

Dial by your location +1 646 876 9923 Meeting ID: 823 6528 9243 Passcode: 008924

1. Call to Order/Roll Call
2. Limited Public Comment
3. Approval of Agenda
4. Approval of Minutes from December 2, 2020 (REF #1)
5. New Business:
 - a. Order new School banners for 2021?
 - b. Marketing to lower grades
 - c. Update on Decision Day
6. Old Business
 - a. T-Shirt Order (REF #2)
 - i. Quote from: Gordy's in Ludington
 - ii. Quote from:
 - iii. Quote from:
 - iv. Recommendation
7. Limited Public Comment
8. Adjourn



REF #1

Mason County Promise Zone
Marketing Committee Meeting
Minutes

Wednesday, December 2, 2020 at 4:00 PM

Location: Online via Zoom due to DHHS Coronavirus Emergency Order

Staff Present: Jody Maloney

9. Call to Order/Roll Call: Schuyler called the meeting to order at 4:10 PM; Members Present: Monica Schuyler, Pere Marquette Twp., MI; Dena Thurston, Fountain, MI; Annette Quillan, Ludington, MI; Members absent: Ed Makowicki;
10. Limited Public Comment: None
11. Approval of Agenda: Motion by Thurston, supported by Quillan; Motion passed, 3-0-1, with approval from Quillan, Thurston and Schuyler.
12. Approval of Minutes from September 30, 2020: Motion by Quillan to approve, supported by Thurston; Motion passed 3-0-1, with approval from Quillan, Thurston and Schuyler.
13. New Business
 - a. 2020 Year End Letter: Thurston made a motion to recommend to the full Board the sending out of year-end letters to supporters, noting changes of the word “partnership” to “collaboration,” addition of the word “to” in the second to last paragraph, and omission of the phrase about peer connections across county lines, along with a flyer to encourage year end giving to educational and community partners; Supported by Quillan. Motion passed 3-0-1, with approval from Quillan, Thurston and Schuyler.
 - b. Pay it forward to partners? Discussed and opted to include as part of year-end letter.
14. Old Business
 - a. Timeline messaging: Maloney followed up on a discussion on sending out key messaging to schools about the Promise Zone each month on the listed topics. Maloney will include these as part of the Partner Update section from the Promise Zone in future Mason CAN newsletters. Thurston and Quillan shared thoughts on First Year Seminar and Student Success with the Committee.

December:

 - Promise App Open
 - First Year Seminar Classes at MCC; All others start in January
 - FAFSA Messaging

January:

 - Promise App Open
 - First Year Seminar
 - FAFSA Messaging
 - Community Foundation Scholarship (FEB 1)

February:

 - Promise App Open
 - FAFSA Messaging (March 1 for T-shirt on Decision Day)
 - WSCC Scholarship Applications open

March:

 - Most senior scholarships are due
 - FAFSA (late reminder)

April:

 - Decision Day



May:

- Scholarships awarded
- Decision Day
- Awards Ceremony
- Graduation
- Scholarship Award Notification June 15

15. Limited Public Comment: None

16. Adjourn: Motion to adjourn by Schuyler at 4:56 PM.

(REF #2)

Class of 2021 T-Shirt Quotes:

4-Imprint (Online)

For 250 Shirts, \$1559.98

\$6.23/Shirt

Gordy's in Ludington (Local)

For 250 Shirts, \$1937.50

\$7.75/Shirt

Custom Ink (Online)

For 250 Shirts, \$2085.00

\$8.34/Shirt

